

ChromaDex Drives Global Expansion Strategy for TRU NIAGEN® with Specialty Retail Launch and Expanded eCommerce Distribution in Canada

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ChromaDex flagship Tru Niagen (nicotinamide riboside) product now available in Showcase specialty retail stores in Canada

LOS ANGELES, April 15, 2019 (GLOBE NEWSWIRE) -- ChromaDex Corp. (NASDAQ:CDXC) announced today the latest milestone in its global expansion strategy for TRU NIAGEN®, with a strategic deal with specialty retailer Showcase in Toronto, Canada. Tru Niagen is now available in 36 Showcase stores in the greater Toronto area as well as Showcase's online store. Showcase operates 118 wholly-owned stores throughout Canada and the Northeast United States.

"Tru Niagen appeals to health-conscious and high-performing consumers seeking products for a better life—this makes it a natural fit for Showcase, which attracts discerning customers seeking innovative products and emerging brands," said ChromaDex CEO Rob Fried.

"Showcase prides itself on being the home for the world's most innovative products. We're especially excited about the future of health & wellness, and we are delighted to have a partnership with ChromaDex and Tru Niagen," says Showcase founder Amin Jivraj.

Tru Niagen is a breakthrough supplement clinically proven to increase your NAD (nicotinamide adenine dinucleotide) levels which stimulate cellular energy production and support cellular repair. Decreased NAD levels have been associated with many age-related declines in overall health.

Since September of 2017, ChromaDex has expanded retail distribution of TRU NIAGEN® into four new international

markets and is pursuing regulatory approval in priority markets to drive further expansion with strong global partners, such as A.S. Watson Group.

For additional information on the science supporting Tru Niagen visit www.truniagen.ca.

About TRU NIAGEN®:

TRU NIAGEN® is a branded dietary supplement brought to market by key nicotinamide riboside innovator and patent holder, ChromaDex. NIAGEN® nicotinamide riboside (NR), also supplied by ChromaDex, is the sole active ingredient in TRU NIAGEN®. Multiple clinical trials demonstrate NIAGEN® is proven to boost NAD (nicotinamide adenine dinucleotide) levels, which decline with age. Only NIAGEN® has twice been successfully reviewed under FDA's new dietary ingredient ("NDI") notification program, and has also been successfully notified to the FDA as generally recognized as safe ("GRAS").

About ChromaDex:

ChromaDex Corp. is a science-based integrated nutraceutical company devoted to improving the way people age. ChromaDex scientists partner with leading universities and research institutions worldwide to uncover the full potential of NAD and identify and develop novel, science-based ingredients. Its flagship ingredient, **NIAGEN®** nicotinamide riboside, sold directly to consumers as **TRU NIAGEN®**, is backed with clinical and scientific research, as well as extensive IP protection. **TRU NIAGEN®** is helping the world AGE BETTER®. ChromaDex maintains a website at www.chromadex.com to which ChromaDex regularly posts copies of its press releases as well as additional and financial information about the Company.

Forward-Looking Statements:

This release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities and Exchange Act of 1934, as amended. Statements that are not a description of historical facts constitute forward-looking statements and may often, but not always, be identified by the use of such words as "expects", "anticipates", "intends", "estimates", "plans", "potential", "possible", "probable", "believes", "seeks", "may", "will", "should", "could" or the negative of such terms or other similar expressions. More detailed information about ChromaDex and the risk factors that may affect the realization of forward-looking statements is set forth in ChromaDex's Annual Report on Form 10-K for the fiscal year ended December 31, 2018, ChromaDex's Quarterly Reports on Form 10-Q and other filings submitted by ChromaDex to the SEC, copies of which may be obtained from the SEC's website at www.sec.gov. Readers are cautioned not to place undue reliance on these forward-looking statements, which speak only as of the date hereof, and actual results may differ materially from those suggested by these forward-looking statements. All forward-looking statements are qualified in their entirety by this cautionary statement and ChromaDex undertakes no obligation to revise or update this release to reflect events or circumstances after the date hereof.

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